

WATCHES AND JEWELRY

## Cartier puts classic collections on display in fresh campaign

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*Image credit: Cartier*

By ELLEN KELLEHER

French jeweler **Cartier** is casting a light on nearly its entire product repertoire with the unveiling of a campaign that showcases its most iconic collections.

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Cartier's digital properties are highlighting the Santos, Tank, Panthre and Ballon Bleu watches as well as Love and Juste Un Clou bracelets and a Trinity three-banded ring. The campaign debuts as the Richemont-owned label prepares to compete against Tiffany & Co., which is likely to take a more upscale direction under its new owner LVMH Mot Hennessy Louis Vuitton.

"While everyone knows Cartier and many of its collections, this campaign aims to give more information about the storied history of each and about the details that make these collections iconic," said Donnie Pacheco, founder of **Donnie P. Consulting**, Seattle. "The focus on details, design and shape is a fresh way for a storied house to educate and attract a whole new customer that may know Cartier, but not what makes the house and collections special."

Competition sparks branding effort

Competition among jewelry labels is on the rise in the wake of reports that French luxury conglomerate LVMH has set its sights on repositioning and revamping Tiffany following its acquisition of the iconic American jeweler.

It could well be the case that Bernard Arnault, CEO at LVMH, sees Richemont's Cartier as a model for the American label given its stability, unrivaled product and scale ([see story](#)). As a result, a branding push is critical for Cartier.

"I am not convinced Cartier can compete and shine over a revamped Tiffany & Co. without communicating the brand with the same standard used in their design of beautiful products," said Casey Golden, founder and CEO of **Luxlock**, New York.

In its latest artistic twist on an educational campaign, Cartier focuses on the details, shape and precision of its designs in a bid to highlight its timeless collections without reinventing itself.

*Cartier's focus in the campaign is on its history of design.*

To encourage ecommerce, the campaign stretches across Cartier.com, Twitter and Instagram and includes 30-second videos showcasing the intricacy of each item in detail.

The brand's signature rectangular Tank watch, for instance, is one of the oldest items as it was created by Louis Cartier, who first designed it in 1917 after drawing inspiration from the tanks of World War I battlefields. Defined by its shape and vertical sidebars known as brancards, its features also include a Roman numeral dial, blue steel hands and a sapphire crown.

Via video, Cartier offers a look at its various incarnations since its introduction, which have been worn by Jackie Kennedy, Princess Diana and Yves Saint Laurent.

The Juste un Clou bracelet, meanwhile, is an ordinary nail transformed into an exquisite object. It is defined by its faceted diamond-shaped point, five ridges and pure lines, per Cartier.

When the bracelet was first created in 1971 at Cartier New York, it was known as the Nail Bracelet in a reflection of grittier times. However, in the 2000s, it was renamed as Juste Un Clou and made available in yellow, pink and white gold.

Cartier's creations are rooted in the decade of their introduction. The LOVE bracelet, for instance, aims to symbolize the free-spirited love that characterized the seventies, per the jeweler.

Marked by its binding closure and screw motif, the bracelet's spare simplicity lends its elegance. For its part, Cartier describes it as an "avant-garde bracelet full of symbolism."

An avant-garde bracelet full of symbolism, Love de Cartier anticipated the jewelry of the 2000s almost 50 years beforehand. [#TheCultureofDesign #CartierLOVEhttps://t.co/scNBG4Opc7](https://t.co/scNBG4Opc7)  
[pic.twitter.com/dJRNUMAMh](https://t.co/scNBG4Opc7)

Cartier (@Cartier) January 14, 2021

Cartier's Ballon Bleu mimics the circular shape of a balloon and its designers created it in 2007 after "roundness" piqued their interest. The watch's signature feature is its winding crown under a metal hoop at three o'clock, which adds to its elegance.

Its square Santos watch, meanwhile, was created for the Brazilian aviator Alberto Santos-Dumot as he wanted to tell time while in flight. It was the maison's first square watch and designed for the wrist at a time when the pocket watch was round.

Its screws, traditionally hidden in watchmaking, are visible and a series of stylish iterations of the watch have marked the years since the early 1900s when the watch was first crafted.

In a short titled "Things to Know about Santos," Cartier highlights the watch's secret Cartier signature in a Roman numeral, its interchangeable and adjustable straps as well as its ties to Mr. Santos-Dumot as defining features.

Everything about the Santos de Cartier watch. [#TheCultureofDesignhttps://t.co/k2rWKXBs4L](https://t.co/k2rWKXBs4L)  
[pic.twitter.com/jxmGxSdNfr](https://t.co/k2rWKXBs4L)

Cartier (@Cartier) January 19, 2021

The two final items included in the roundup of staples are the Panthre watch and the Trinity ring. A watch which doubles as a piece of jewelry, the Panthre is described as "magnetic, wild, feline and free."

Launched first in 1983, it was widely embraced by women on the art scene in the eighties. The collection, which now features over 25 models that include diamond-paved pieces, was redesigned in 2017, but still pays homage to the decade.

Lastly, the Trinity ring joins three simple bands in yellow, white and pink gold, and dates to 1924. The ring has feminine and masculine qualities, and luminaries such as French playwright and poet Jean Cocteau have worn it over the years.

"The campaign works to inform a new customer as well as reinforce the uniqueness and specialness of each collection," Mr. Pacheco said.

#### Cartier in China

Industry experts note that Cartier is at an inflection point and must focus on how its clients shop to go head-to-head with Tiffany.

A battleground for the two jewelers is China, arguably the world's most lucrative luxury market. Tiffany has an impressive market share in mainland China, and a recent UBS survey showed that Chinese buyers see Tiffany as a "go-to" jewelry brand, second only to Cartier ([see story](#)).

The market is competitive and both brands will have to work to shift their focus from wooing sophisticated Chinese consumers who know the brand through their international travels to appealing to younger Chinese customers making online purchases.

Four years after launching its Chinese ecommerce site, last year Cartier introduced its official online flagship boutique on Alibaba Group's Tmall Luxury Pavilion. The Tmall boutique offers Cartier collections comprising jewelry, watches and accessories ([see story](#)).

"If Cartier doesn't focus on how the customer shops, a revamped Tiffany with marketing power and new outlets will pose a threat," Mr. Pacheco said.